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SIMON & SCHUSTER
(M. LINCOLN SCHUSTER)
"THE WORLD OF SWOPE"
BOOKS
KAHN, E. J., JR.
CHRONO

7 October 1965

Mr. M. Lincoln Schuster
THE INNER SANCTUM OF
SIMON AND SCHUSTER PUBLISHERS
630 Fifth Avenue
Rockefeller Center, New York

Dear Mr. Schuster:

How kind and thoughtful of you to send me an advance preview copy of the first edition of "The World of Swope" by E. J. Kahn, Jr. It is a marvelous story. Mr. Kahn's writing would have pleased Herbert. How he would have thrilled at your foreword. You and Kahn have shown the soul and the spirit of this good man who was pre-eminent in the field of journalism and public relations.

As I read the book I could only agree with your statement that this is a fabulous man and this is a fabulous book. There could not have been such a man; yet there was. I, with you, and many many others, benefited from his friendship. Our Country benefited. He was fortunate in most of his friendships and in his marriage to his wonderful Maggie. How truly has Kahn shown us Swope, a man of genius who never existed, but who did, who was real, vigorous, thinking, acting, helping, raising hell to guide people less talented to great heights.

To E. J. Kahn, Jr., to Simon and Schuster, and especially to M. Lincoln Schuster, warmest congratulations for "a fabulous book about a fabulous man."

Faithfully,

SIGNED

Enclosure

cc: Mr. E. J. Kahn, Jr.

O/DCI/SJG:jk (7 October 1965)

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